

From: Barsamian, Peter
Sent: Tuesday, February 11, 2003 9:56 AM
To: Gundal, Frank
Subject: FW: Green Power

-----Original Message-----

From: Anglely, Ellen
Sent: Tuesday, February 11, 2003 9:43 AM
To: Horan, Douglas
Cc: Conner, Penelope; Lubbock, Geoffrey; Martin, Robert; Milton, John; Barsamian, Peter
Subject: FW: Green Power

Doug,

Penni Conner, Bob Werlin, Bob Martin, John Milton and I reviewed the Mass Electric Green Power Customer Program. Although some aspects of their proposal would be consistent with a program we would design, there were some important differences from a customer care perspective. Additionally, we would likely have billing difficulty with a program that would allow variable cent per KWh. However, we do think we should develop a program for our customers. Penni has a lot of ideas on program design, marketing and branding. Her views are based on her experience designing a similar program in Tampa as well as researching programs what has worked elsewhere. Therefore, we had decided we would prefer to contact Fran Cummings, at the MTC, to design a program that better fits with our overall customer strategy rather than join with this program.

Subsequent to our internal meeting, Bob Martin, Bob Werlin and I participated in a review of Mass Electric's program given by Tom Robinson. He said that MTC was no longer going to have their name on this program but would be participating in some way. NGrid did not necessarily see this as a statewide program but said they will implement as they have a similar program in NY and will be offering one in RI. He also stated that DOER and CLF were on board with their approach and would like to see a statewide approach. However, it wasn't at all clear what kind of agreements they have and I sense he may have been stretching it. He anticipated turning around the next draft of their program in a week or two. I let them know that although we would likely have a program down the road that Penni had different views on program design. At that point they said they would prefer to wait to work with us and asked for us to meet with them in the next week or two to compare ideas. Penni is going to take the lead with Bob Werlin's support.

In my view, participation in this meeting confirmed our original thoughts that we would be much better positioned by developing our own program. Particularly because NGrid wants to structure this consistent with their goal of getting out of energy supply and sees this as a potential alternative to the distribution company RPS requirement. Given our different strategic directions there may not be a desirable one size fits all approach. With that said, I think we need to meet with the other companies at least once to ascertain the viability/desirability of a statewide approach.

Penni's area is going to take the lead as this is primarily a customer program. My group will support the effort as there will likely be energy supply issues. Support will also likely be necessary from the rate area. Penni will be contacting both Tom Robinson and Fran Cummings to set up an initial meetings as well as establishing an internal team to work through the details of an NSTAR program. Bob Werlin will informally let the DTE know what we're doing.

Please let us know if you have any concerns or thoughts on our approach.

Ellen

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